ITS World Congress 2017 Montreal

SIS55: Benefit of IoT and Big Data for Automated driving and User Trust Challenge

SIP-adus: Japanese Automated Driving Project

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October 31, 2017

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1. Connected and automated driving project in Japan

2. Dialogue with the general public on acceptance of automated driving

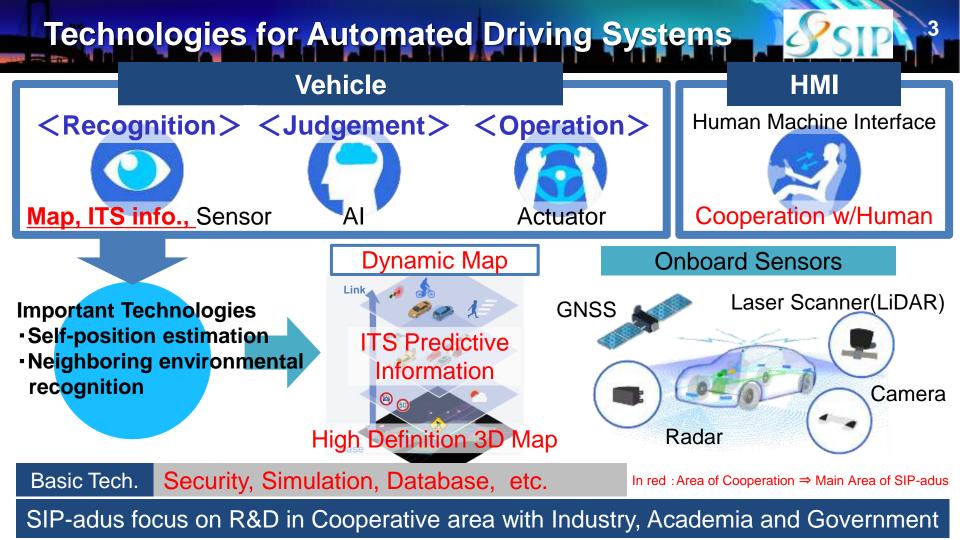
3. Privacy issues related to data collection of vehicle location

SIP-adus: Key message from the project

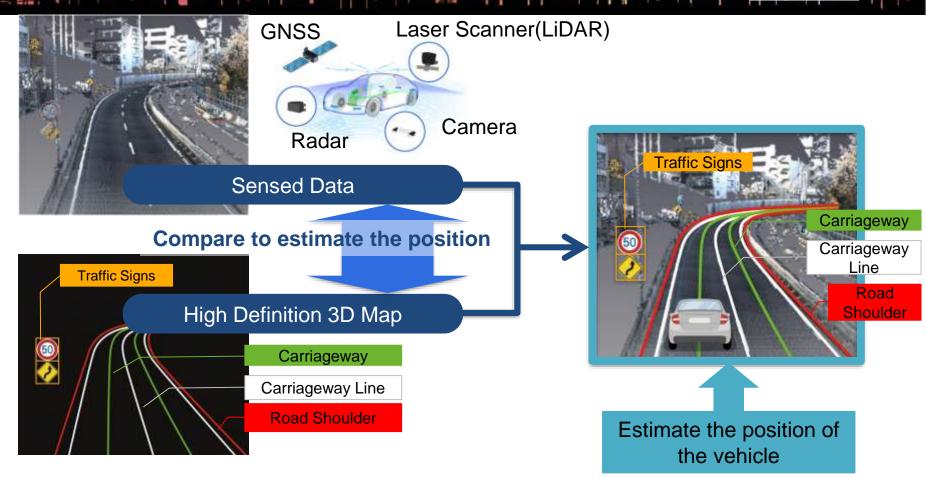
Cross-Ministerial Strategic Innovation Promotion program Innovation of Automated Driving for Universal Services "SIP- adus"

- Mobility Bringing Everyone a Smile -

Inclusive society, where diverse people in diverse communities actively participate in generating values, will enhance both wellness of individuals and economic development. Automated driving technologies integrated with social innovations should provide everyone with mobility to fully exercise his or her capacity, enabling sustainable development of the society.



Vehicle Position Detection using Dynamic Map



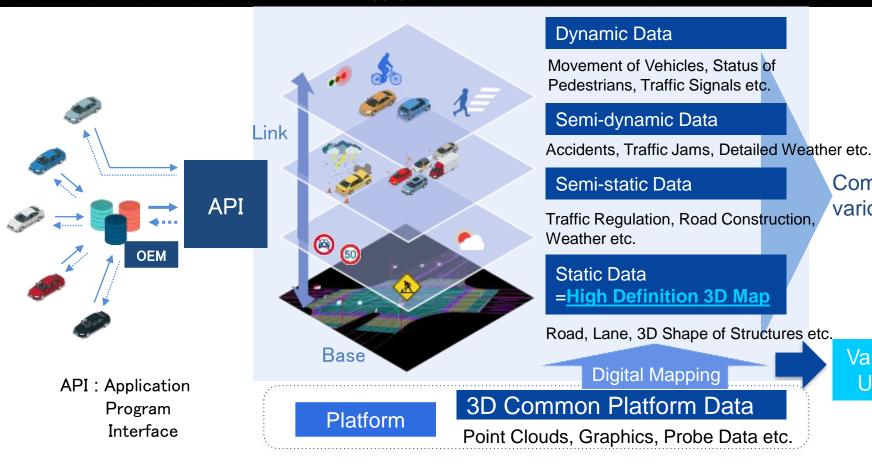
Dynamic Map

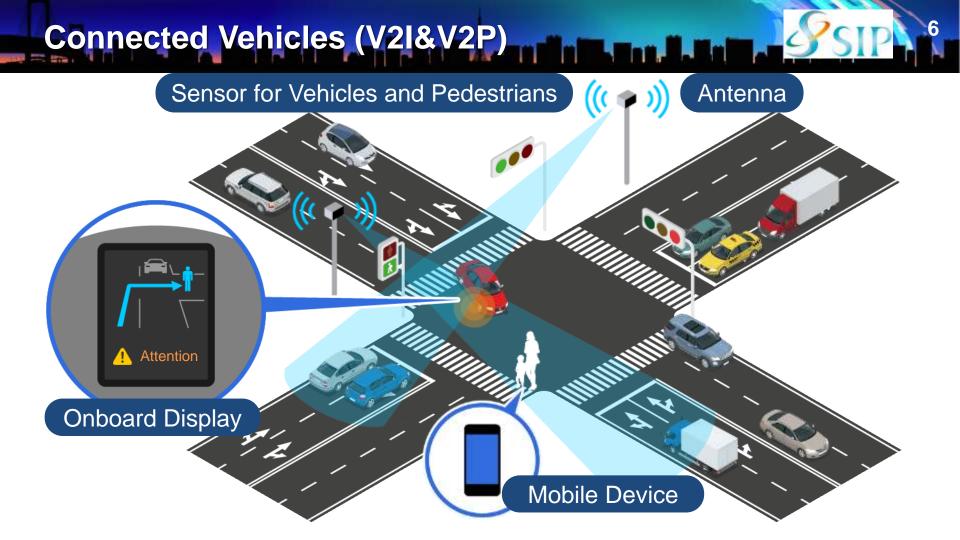
Combine

various data

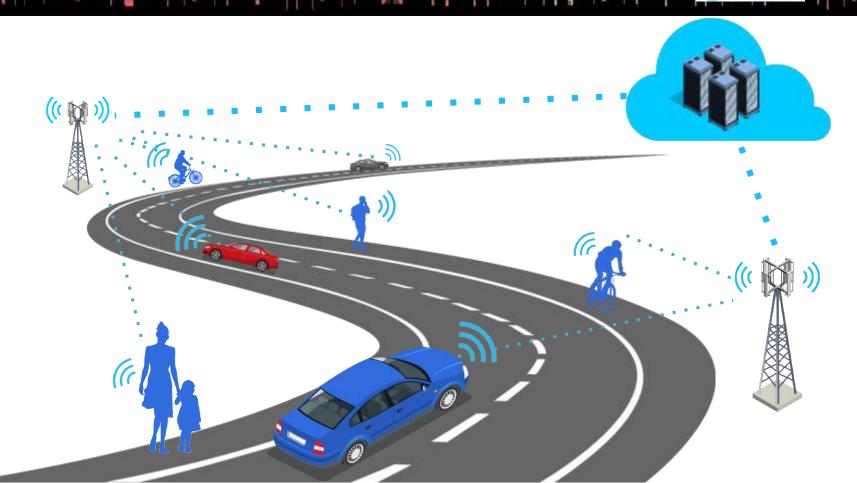
Various

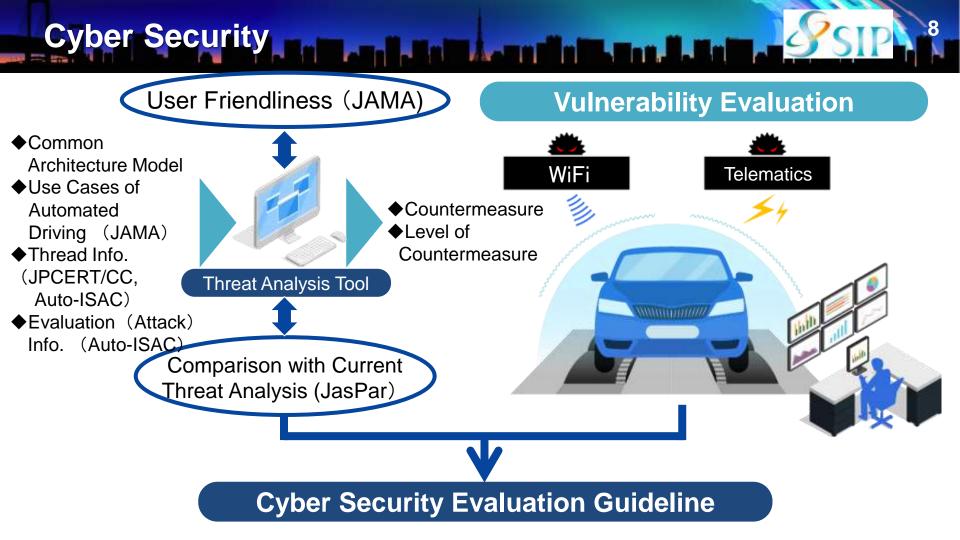
Uses



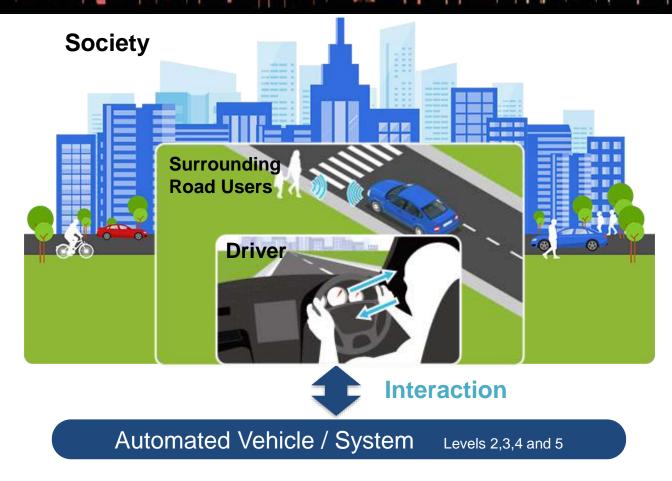


Connected Vehicles (V2Network)

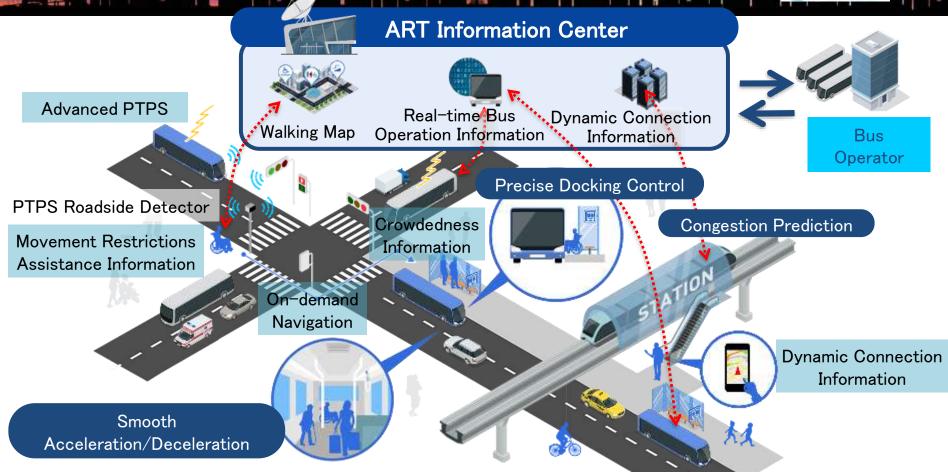




Human Machine Interface



Next Generation Transport



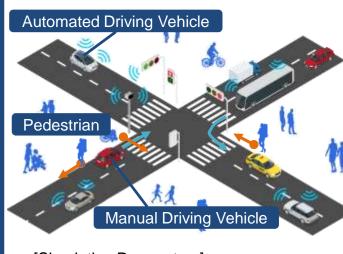
Impact Assessment : Accident Reduction

Real Traffic Flow Simulation

Traffic Accident Analysis

Effect Prediction

Traffic accidents reduction simulation "Multi Agents"

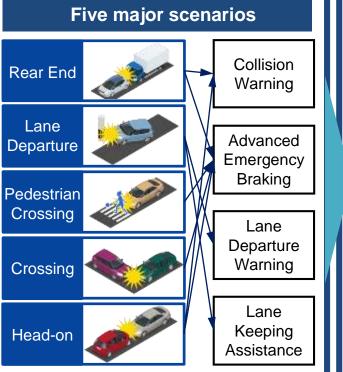


[Simulation Parameters]

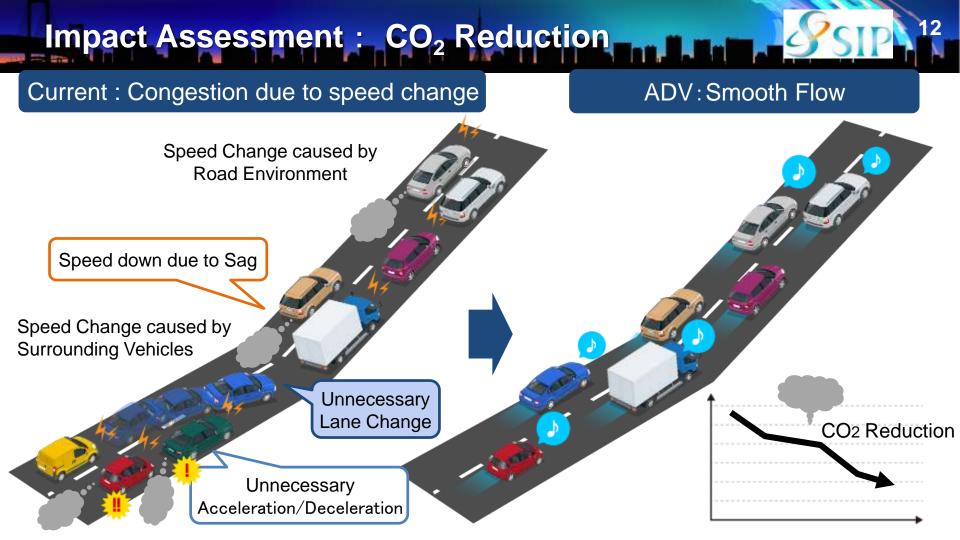
- Levels of Automation
- Diffusion of Automated Driving Vehicle

etc.

- Error Action(driver/pedestrian)
- Traffic Flow Density
- Number of Pedestrian



> Effect	Predi	ction
Simulation result		
Contributions by ADVs		
	W/	W/o
ADV	60%	40%
Man.DV	50%	10%
Ped.	30%	25%
Traffic Accident Reduction		
-Sligł -Nea -Traft		, ent Due



Field Operation Tests

≪Purpose≫

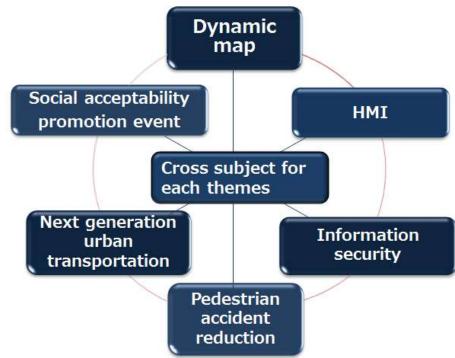
- 1. To activate the R&D
- 2. To prove each elemental technology
- 3. To enhance international cooperation and harmonization
- 4. To Build Social acceptance

≪Participants≫

- OEM/Supplier
- University/Research organization
- Ministries, government officers
- Foreign OEM/supplier
- Journalist

≪Period≫ Autumn 2017 ~ beginning of 2019

\ll Main themes \gg



Field Operation Tests

 \ll Participants \gg



Ontinental



اعتلاد المروي والمكرة التروي ومحمد

	BOSCH
<u> </u>	Invented for life











AKTIENGESELLSCHAFT



NISSAN MOTOR CORPORATION





DAIHATSU













Alphabetical order

Field Operation Tests

≪Sites≫

Expressway

300 km stretch in Tokyo Area

- Joban expressway
- Tokyo Metropolitan expressway
- Tomei expressway
- Shin-Tomei expressway

Test facility

Japan Automobile Research Institute

Arterial roads

Tokyo waterfront city area

Contents

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Dialogue: Objectives and settings

To foster social acceptance of connected and automated driving technologies, general public, students, professional drivers and fleet managers were invited. Basic knowledge and implications were presented and discussions were moderated.



Dialogue: Findings (1)

Why people move ?

- 1. We are not capable of photosynthesis to feed ourselves !
- 2. We have reasons to be at specific locations: to earn money to sustain ourselves to take care of family members to satisfy our curiosity, self fulfilment
- workplace
- home
- anywhere
- 3. We have to move between locations, each of which has most suitable location for its purpose.
- 4. Means of transportation has secondary importance, with a variety of preferences of individuals and situations.
- 5. We need to discuss automated vehicles from societal and humanity points of view.

Dialogue: Findings (2)

How automated driving affects professional drivers ?

- 1. If taxi business is simply moving people from one place to another, it's already endangered by new / disruptive services.
- 2. Taxi operators are keen on value added services for customer expectation; assistance for the aged or physically challenged, lively conversation with those who are comfortable with it, ...
- 3. Safety has the highest priority for public transportation. Automated driving technologies will significantly enhance safety by assisting human drivers.
- 4. Bus drivers are trained to pay attention to every single passenger all the time and to properly control emergency situations.
- 5. Human intervention would never be replaced by computers.

Dialogue: Findings (3)

What are the concerns about automated vehicles ?

- 1. Questions to be answered before deployment.
 Who guarantee safety ?

 Product liability
 Who are blamed in case of crush ?

 criminal law
 civil law
- 2. Machines would never be perfect, regardless mechanical or computer controlled. There are always risks of unexpected.
- 3. Experts should show benefits and risks of connected and automated driving technologies with quantitative evidence.
- 4. The society will decide if they take risks for much larger benefits for the society. Then social framework should be designed accordingly.

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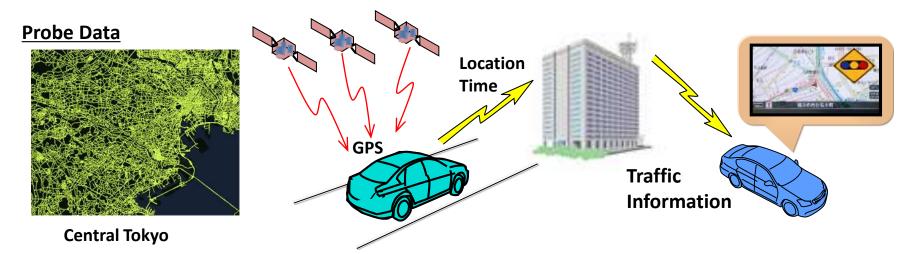
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Survey on expectations and concerns of connectivity - ²

In 2003, HONDA started the 'floating car data' services for their customers, which we now call 'probe car data'. Vehicle locations measured by the on-board systems using Global Navigation Satellite System (GNSS) are collected, analyzed and delivered back to the drivers as a set of traffic information. Other Japanese auto manufacturers followed. ITS Info-communications Forum in Japan conducted a survey to see how general drivers react to such services through a monthly magazine by the Japan Automobile Federation (JAF).



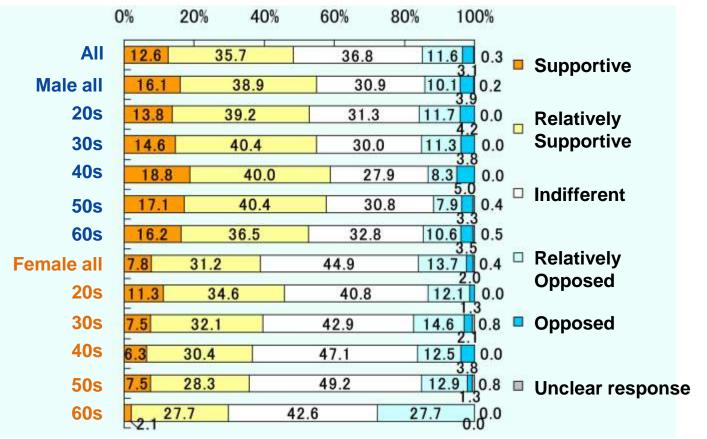
Expectations to applications of connected services



Source: Survey report by ITS Info-communications Forum, Japan, 2006



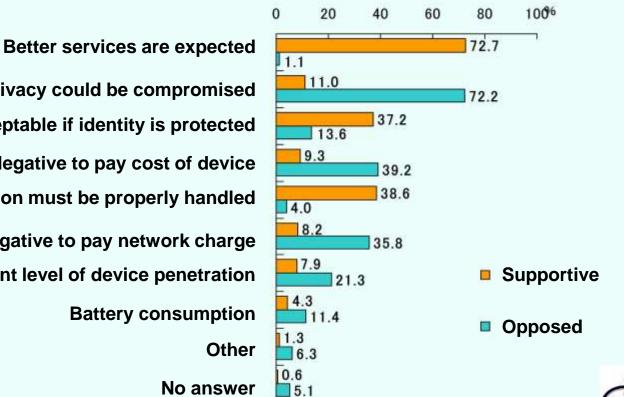
Privacy concerns: installation of locating device



Source: Survey report by ITS Info-communications Forum, Japan, 2006



Privacy concerns: reasons for the response



Privacy could be compromised Acceptable if identity is protected Negative to pay cost of device Consent of installation must be properly handled Negative to pay network charge

Skeptical about sufficient level of device penetration

Battery consumption

Source: Survey report by ITS Info-communications Forum, Japan, 2006



Conclusion

1. Non-technological Challenges of social acceptance

- 2. Fundamental issues
 - Quantitative analyses of societal benefits
 - Quantitative analyses of potential risks

3. Consensus building how we could take risks for benefits

Thank you

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